



Appln. No.: 10/688,018
Amendment Dated August 10, 2006
Reply to Office Action of May 10, 2006

MAK-106US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No: 10/688,018
Applicants: David MYR et al.
Filed: October 17, 2003
Title: SYSTEM AND METHOD FOR PROFIT MAXIMIZATION IN RETAIL INDUSTRY
TC/A.U.: 3623
Examiner: Susanna M. Meinecke Diaz
Confirmation No.: 4397
Docket No.: MAK-106US

AMENDMENT

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Responsive to the Office Action dated **May 10, 2006**, please amend the above-identified application as follows:

- ☒ **Amendments to the Specification** begin on page **2** of this paper.
- ☒ **Amendments to the Claims** are reflected in the listing of claims which begins on page **3** of this paper.
- ☒ **Amendments to the Drawings** begin on page **14** of this paper and include an attached replacement sheet(s).
- ☐ **Amendments to the Abstract** are on page _____ of this paper. A clean version of the Abstract is on page _____ of this paper.
- ☒ **Remarks/Arguments** begin on page **15** of this paper.